

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



## Part 3 Analysis & Recommendations

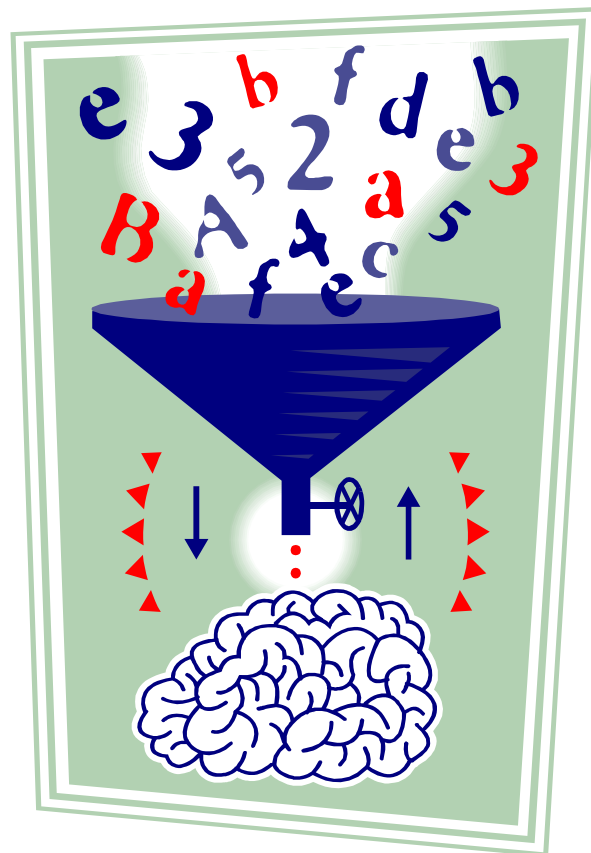
FINAL Revised Ravalli COUNTY

Version 1  
August 2013

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Ravalli County ranks closely with state statistics for alcohol-related crashes. However, there are discrepancies in the number of alcohol-related crashes reported. There also a rising number of incidents (in 2011 there were 642 crashes with 40 (6%) of them impaired compared to 2010 with 537 crashes and 32 impaired – again at around 6%) showing a plateau in incidents. From a local qualitative data perspective, there may be incidents that go unreported.*

*The rates per 100,000 are as follows for 2008-2012; county at 104.16 and state at 119.96 with a rate comparison of 1.15.*

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*The local MIP statistics do not mention vehicular use. The state PNA data shows a decrease in underage drinking and driving reports whereas in Ravalli County this incident is on the rise for our total youth. The most obvious focus group is 10<sup>th</sup> graders in Ravalli County as this group shows a steady rise (of more than 3% from 2008 to 2012) in reporting. Eighth graders are at a plateau and 12<sup>th</sup> graders actually show a decrease (2% from 2008 to 2012) in drinking and driving incidents.*

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*There was no local data in this category. But once again, 10<sup>th</sup> grade participants are more at risk with this incident in Ravalli County and while there are some decreases in incident rate (about 2% from 2008 to 2012), about one quarter of our kids experience this risk factor. Twenty-five per cent of youth being involved in this risk factor is alarming. One question not addressed here is how much of the risk factor is the result of adult drinkers (i.e. parents, relatives, etc.) vs. other youth. There is also a fairly large discrepancy between PNA and YRBS data.*

## Final Consequence Question

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### QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

*In Ravalli County alcohol-related crashes and crashes in general are on the rise. Our 10<sup>th</sup> graders are a high-risk group 25% of our youth ride in a vehicle with a driver who has been drinking. These incidents impact our community in loss of life, potential and financial ways. Ravalli County Prevention programming needs to focus on youth well before they reach the 10<sup>th</sup> grade at-risk group. Also, a survey to pinpoint the age of drinking drivers would be helpful to help focus on prevention work in that arena. Both underage drinking and driving and travelling in a vehicle with a drunk driver need to be prevention focus points.*

## CONSUMPTION – PART 3

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

## Underage Binge Drinking

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### QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*There was no local data available. Under age binge drinking is on the rise in Ravalli County by an increase of about 6% from 2008-2012. A significant increase in incident rates is especially noticeably in the 12<sup>th</sup> grade population (Approximately 12% from 2008 to 2012) while the 8<sup>th</sup> grade population is seeing a reduction in rates. Ravalli County's underage binge drinking is higher than the state average for 2010 and 2012. While our Native American population is low in comparison to other counties (Approx. 1%), it is apparent that our Native American youth are at huge risk for binge drinking (especially in 10<sup>th</sup> graders with a huge 50% of that group engaging in binge drinking). However, this data looks questionable with only 1% of Native American 12<sup>th</sup> graders reporting as binge drinkers.*

## Adult Binge Drinking

### QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*The lack of local and state data here is an issue. There is not enough data to expound. However, there is a definite rise in adult binge drinking in the minimal data.*

## Underage Drinking (30 Day Use for Alcohol)

**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Ravalli County appears to be lower in under age drinking incidents than the state by about 5.8% for all grades in 2008 (county at 32.6% and state at 38.4%); .5% higher in 2010 (county at 35.5% and state at 35%); and lower in 2012 by 12.4% (county at 22.7% and county at 35.1%). Our 8<sup>th</sup> and 12<sup>th</sup> graders show a need for prevention efforts (especially 12<sup>th</sup> graders at 46% of that group engaging in underage drinking). The data for this category related to 10<sup>th</sup> graders is not consistent with other categories that indicate this grade level as high risk.*

## Prescription Drug Abuse by Youth (30 Day Use)

### QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Ravalli County youth surpass the state statistics by 6% in youth using prescription drugs and our 12<sup>th</sup> graders by 9%. Prevention efforts should be focused in this area.*

## Final Consumption Question

### QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

*There is an indication of a rise of use and abuse (underage drinking, binge drinking, and prescription drug abuse) in Ravalli County and prescription drug abuse is alarmingly above the state average. This is impacting local youth and their families as well as other community members by causing injuries and fatalities, addiction and other high risk behaviors and outcomes.*

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Ravalli County is statistically similar to Montana state data in this area at around 81 for all grade levels. It is noteworthy that as a student ages, their parents apparently grow more approving or less involved in disapproval towards alcohol and drug use. This attitude has been a barrier in getting support for a "social hosting" ordinance in Ravalli County.*

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Ravalli County 8<sup>th</sup> graders and their peers are far below the state statistics(2008 – 24%, 2010 – 18% and 2012 13% - an improvement over time) but the disapproval rate is on the rise for this group. There is little improvement in disapproval rates as a student ages and a distinct drop from 8<sup>th</sup> graders to 12<sup>th</sup> graders in 2012 (there is a 26% difference between 8<sup>th</sup> peer groups disapproving of ATOD use and 12<sup>th</sup> graders.*

### **Perceived Risk/Harm of Use**

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#### **QUESTION 12 Perceived Risk/Harm of Use**



Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Ravalli County statistics in these areas compare largely as the same as the state statistics within 1-3% difference; with at least 60% (both county and state) of all grades perceiving risk of 1-2 daily drinks and at least 70% for both county and state perceiving risk of 5+ drinks in a weekend. Despite these high numbers, the culture of alcohol abuse may be strong in Montana as at least 20-30% of students believe it is cool to drink for all grades.*

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*The local survey participants agreed that family communication around ATOD abuse is lacking and according to PNA data, students and parents in Ravalli County indeed do not routinely discuss the risks of ADOD use. These statistics are alarmingly low with Ravalli at 26% lower than the state norm. Also, it is once again noticeable that as the youth age, the discussion becomes rarer: in Ravalli County 47% of our 8<sup>th</sup> graders engaged in conversation with their parents about the danger of ATOD abuse while only 29% of our 12<sup>th</sup> graders did so...a difference of 18%.*

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences

*Again, there was no category of this in Workbook 2.*

*The awareness in Ravalli County students of these issues is negligible compared to the state stats which are also lamentably low. Our 10<sup>th</sup> graders were 9 % lower than the state norm and our 12<sup>th</sup> graders about 3% lower.*

## **Final Risk Factors Question**

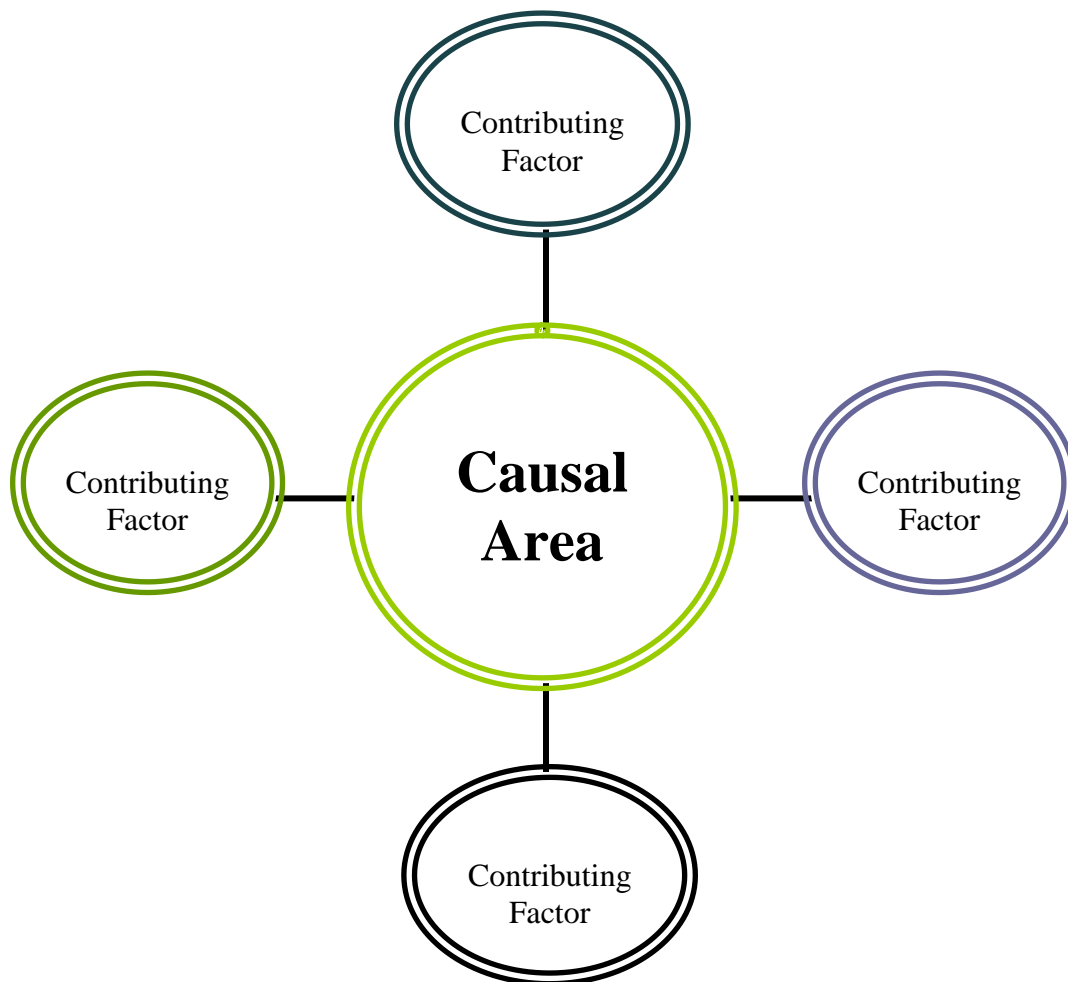
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

*Based on the data, our community's youth and families are at risk for addiction and injuries and fatalities due to false perceptions around the consumption and abuse of alcohol. It is apparent the community would benefit from education focusing on increasing awareness of these risk factors for both our youth and our parents and how they contribute to ATOD use. Several community members surveyed agree.*

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

*The Failure percentage seems to be on the rise ( in 2011 there was an 11% failure rate compared to 2013 with 28% failure rate) leading to more community wide issues of DUI's, underage service and poor service skills. The huge majority of sellers and servers are trained under the state-mandated training so questions arise around over service, not carding, being lax in service or other areas.*

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Our community performs compliance checks, on a frequent basis and the results are published in local papers

## Alcohol Seller/Server Training

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The selling or serving of alcohol to minors and the continued sales or service of alcohol to someone who is intoxicated can contribute to the misuse of alcohol in your community. Most communities offer free training on a periodic basis to individuals who sell or serve alcohol in a business establishment. The general accessibility of alcohol can be significantly impacted by the practices of alcohol establishments.

### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Table 2-4. How do the number of RBSS trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

*Ravalli has one of the lowest rate of liquor licensing in the state (#4) per population and server mandated training began in 2011 and ongoing trainings are offered consistently. Training rates seem to be appropriate. There is not enough data to address this issue adequately.*

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If you community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Our community holds RBSS trainings

## Retail Availability Questions

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**QUESTION 20** Based on information gathered about liquor licenses, alcohol compliance checks, RBSS training and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

*Repeatedly, there are reports of over-service from servers themselves, law enforcement, counselors and community members. It is well-stated that the job of local establishments is to serve alcohol. There have been over-service issues in our community including crashes, DUI's, and others. Over all, we believe that to create responsible drinkers is the key beginning with youth and parenting and controlling over service at local establishments.*

#### **QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3X	4	5	6	7	8	9	10	

*Again, over service is an active choice here in Ravalli County. Servers and sellers verbally attest at trainings that their job is sell alcohol and the concept of one standard drink per customer in an hour is not a possibility from their viewpoint. We will continue to offer RASS Let's Control Classes to help train about issues of over services. Our work in prevention is to create responsible drinkers.*

## CRIMINAL JUSTICE – PART 1

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The next causal area included in your community environmental assessment has to do with the criminal justice system, which includes the court system and all types of law enforcement (City Police, Sheriff or Deputy, Tribal Law Enforcement, Forrest Service, Park Service, University Police, others). This will require 'on-the-ground' data collection on your part.

### Conviction Rates

To understand how the criminal justice system in your community addresses binge drinking and drinking and driving, you will need to visit the clerk of court for all circuit courts in your community. Each clerk should be able to provide you a listing of the cases filed in 2006 for the alcohol-related crimes listed below. Communities with active DUI Task Forces may also be a source for some of the data.

#### QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

*From the local data reporting style, this is difficult to ascertain. It is possible to deduce that 25% of filings related to controlled substance abuse in youth court were found guilty from gathered data. Also in no convictions were interlock car devices utilized or drivers' licenses suspended.*

#### QUESTION 23

Based on Table 2-5, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others. What does this suggest about binge drinking or drinking and driving within your community?

*See above but otherwise this is difficult to arrive at due to the way local statistics were charted. The availability of valid and current data is difficult to secure at the local level. In general, Courts were not able to provide the data requested due to limited resources to retrieve the information.*

## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forrest Service.

### QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

*Local law enforcement shows examples of trainings in place, SRO's in several schools, 24/7 mandatory training and "bar checks on a weekly basis", video monitoring systems in place for DUI tracking, enforcement of local ordinances. Many schools have School Resource Officers in place. In addition, the County is working on implementing the 24/7 program. With support from the DUI Task Force, law enforcement has also increased some DUI-specific patrols.*

### QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

*No safety checks points, no compliance checks for over service. The primary reason for lack of these services is primarily funding to secure personnel to provide necessary enforcement.*

## Use of Local Ordinances

### QUESTION 26 Use of Local Ordinances

Based on Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?



*Hamilton: Ordinances are known in the community and applied consistently. Local law enforcement sees local ordinances as beneficial.*

*Darby: While there are few ordinances in place, Darby law enforcement is vigilant in execution of the ordinances. And find the ordinances in place useful and necessary. More ordinances in place would be welcome by Darby law enforcement to help abate issues around ATOD abuse.*

*The townships of Victor, Stevensville, Florence and Corvallis all need more work on ordinance development and implementation*

#### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

*YES: Special license or requirement for server training , social host liability, open container (in place only in Hamilton township). All the above would help to protect our community especially related to special events where binge drinking often occurs.*

#### **Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

*Ravalli County's criminal justice system has been tasked to deal with increasingly serious issues with limited resources based on quantitative data. It would be unfair to characterize the local criminal justice system as "contributing to binge drinking and its consequences...". With resources available, local courts are working on the challenges that binge drinking creates in our community.*

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact												Major impact
0	1	2	3	4	X5	6	7	8	9	10		

*The data was difficult to gather and to assimilate. There has been discussion over the creation of a Drug Treatment court in Ravalli – this could only enhance intervention and prevention efforts here.*

## SOCIAL AVAILABILITY – PART 3

### QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*The data is similar between Ravalli County and the state. Generally there is minimal believed repercussion on the part of youth around alcohol consumption and law enforcement impact (at about 23%) and as our students age they see this as less likely (as 8<sup>th</sup> graders the perception is*

36% but as 12<sup>th</sup> graders only 17% see this as a risk). The majority of youth do not believe police intervention as a possible outcome.

## Social Availability Questions

### QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

*The consensus is that alcohol-related offenses are large in number and often undetected and that most crime is alcohol-related. It is agreed that there is a 'culture of alcohol' in Ravalli County. Special events abound at which alcohol is highly available and local establishments are known for service of minors. Local sellers and servers comment that their jobs rely on over-service.*

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact

*The culture of alcohol in Ravalli County is reinforced by the attitude of sell and service as well as over service at community events. Over service is more the issue than under age sales. Local youth attain alcohol/drugs from family and friends*

## PROMOTION – PART 3

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### Advertising

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#### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

*Not knowing the baseline for 'excessive' I would say 'no' – alcohol advertising in Ravalli County is not excessive – about 13% of billboards and buildings reflect alcohol advertising.*

#### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

*Again with no baseline for the 'magnitude' of alcohol ads, I would say 'maybe'. There is definitely advertising aimed at holidays that exploit alcohol use especially in one local paper that seems to have more advertising especially around St. Patrick's Day and the 4<sup>th</sup> of July.*

#### QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

*Often this is not a contrast. Several alcohol-related news articles were focused on promotion of local wineries and breweries and not cautionary in nature. One of Ravalli County's local breweries actually offers 'pint nights' as fundraisers for local non-profits and invites families to participate in those events and ongoing. Ravalli County media is supportive of the culture of alcohol but upon being approached, local reporters are very willing to present articles on prevention of ATOD abuse.*

## Promotion Questions

### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

*In general, alcohol is big business in Ravalli. Local events, fundraisers, businesses (for example: art galleries, salons, boutiques, etc.) and liquor establishments all rely on alcohol as a cash flow source and an incentive for patronage and attendance of special events.*

*Alcohol is routinely associated and involved in many activities in Ravalli County. It is commonly served at fundraisers, is used as an incentive to attract customers (i.e. art galleries, salons, boutiques, etc.) and is generally part of local events. This "doing business as usual" has contributed to a local culture that does not adequately consider consequences associated with the normalization of alcohol.*

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7X      8      9      10  
Major impact

*Alcohol is freely available at nearly every local event and alcohol promotion seen prolifically.*

## SCHOOL POLICIES – PART 3

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### QUESTION 37

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

*Concerns center on use outside of the school day, use related to sporting events, and tobacco use. Although current school policies are strong on restrictions around ATOD most do not include drug testing. Inclusion of drug testing policies at all local schools and instituting prevention programming as part of the consequences of ATOD abuse (often involving suspension, expulsion, etc.) will help to reduce underage use, however there is a need for more education (even among faculty). The use of expulsion/suspension without education is simply a "Band-Aid" for a larger problem.*

### QUESTION 38

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3X

4

5

6

7

8

9

10

Major impact

*Most of our local schools strongly assist the efforts to decrease binge drinking with their policies. Local schools provide some prevention programming to their students.*

## MEDICAL FIELD INFORMATION – PART 3

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### QUESTION 39

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

*From qualitative data via interview, there appears to be a concern for misuse of prescription drugs by youth that is unmonitored/ undetected by parents. Opioids are the largest concern for abuse. Most recognize the need for prevention efforts around this issue within family structures. We do have an active Take Back (2 events in 2012) and Drop off box program in Ravalli County*

**QUESTION 40**

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7X

8

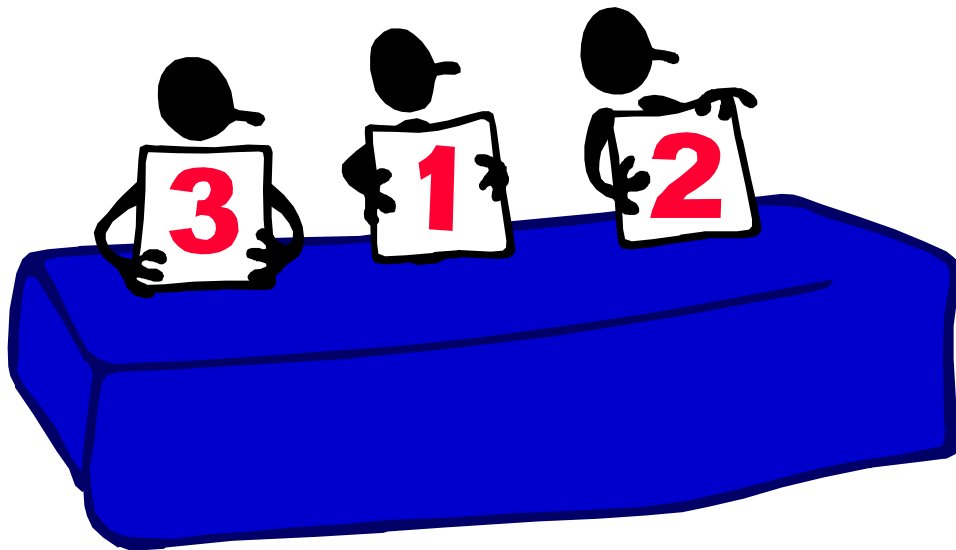
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Major impact

*Most Ravalli medical practitioners are invested in prevention of prescription drug abuse. They utilize the MT drug registry and Operation Medicine Cabinet. The breakdown occurs with some local practitioners who are not diligent (green card providers) and within family structures when family members are not vigilant around medications.*

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**



## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 21, 29, 32, 38, 40 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

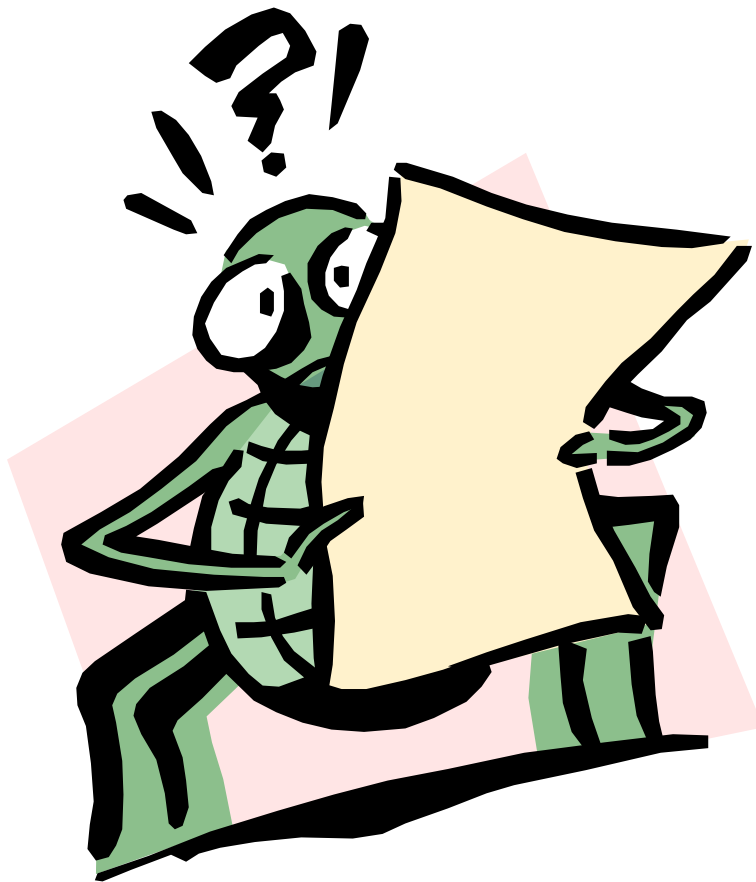
The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
3	6	Retail Availability
5	4	Criminal Justice
7	3	Social Availability
7	2	Promotion
3	5	School Policies/Programs
7	1	Prescription Drug Abuse

Provide the rationale for your rankings of the causal factors.

*Prescription drug abuse is being well-handled at the enforcement/medical professional level but needs much work on education and prevention among parents and youth. Promotion of alcohol in our community is large amongst sellers and servers and at special events. Over service is an issue in Ravalli County at the retail and service level.*

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

### Final Needs Assessment Question

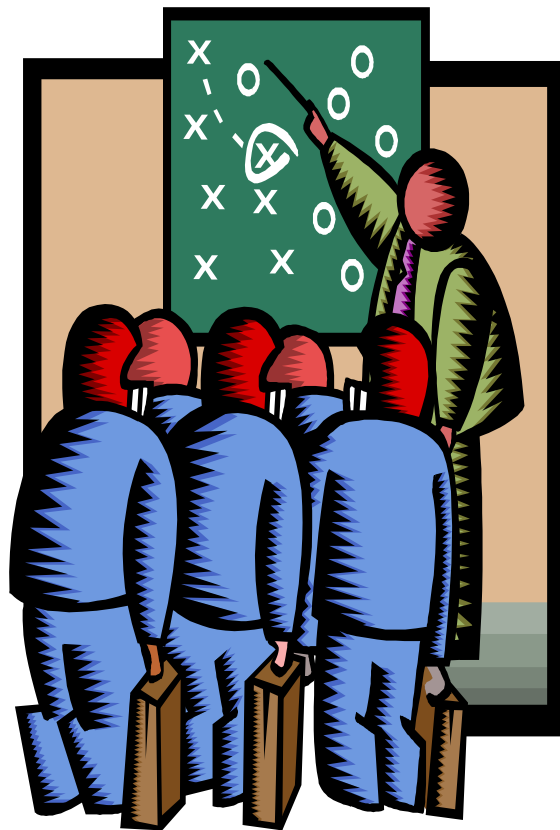
#### QUESTION 42

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? Which specific causal factors will you target Montana Community Change Project and why?

*From a prevention standpoint, social availability is one of Ravalli County's major issues focused on alcohol and prescription drug abuse but only to the degree that even though the product may be available, it really is all about the choices youth and adults make around ATOD abuse definitely influenced by the promotion of alcohol in local media and from local businesses. To focus on social availability from the vantage point of understanding the teen brain, developing parenting skills and communication tools, and helping kids to make well-informed, healthy decisions would be the ideal combatant against social availability. One may see an attractive but dangerous product but with education, guidance and tools in place, not use or abuse the product simply because it is available. This is a deeply-rooted concept that may be affected by past trauma (Adverse Childhood Experiences), lack of parenting, and general esteem and self-worth issues. Past that, helping our community to see the value of creating a healthy, nurturing environment for our kids to grow in may help to lessen retail and social availability as well as creating more ordinances and continuing RASS trainings. We will also continue to help local businesses create in-house sales and service policies adding a media component (educating on responsible advertising). We will work on assessing community readiness for instituting ordinance around alcohol abuse issues and helping to pass open container and curfew ordinances in each of our townships (Darby, Victor, Stevensville, Florence and Corvallis) and may focus on starting an independent ATOD issues committee in Darby.*



# Strategies



**Task Six:**  
**Focus of Effects Supported by Data Analysis**